

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
QH Holding Co.	FORMERLY Quick Hit, Inc.	06/03/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Majesco Entertainment Company		
Street Address:	160 Raritan Center Parkway		
City:	Edison		
State/Country:	NEW JERSEY		
Postal Code:	08837		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	3775665	QUICKHIT	
Registration Number:	3781821	XL SPORTS	
Registration Number:	3857406	QUICK HIT SPORTS	
Serial Number:	77822820	QH	
Serial Number:	77822819	QUICKHIT QH	
CORRESPONDENCE DATA			
Fax Number:	(617)345-3299		
Phone:	617 345 3000		
Email:	trademarks@burnslev.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Deborah J. Peckham, Burns & Levinson LLP		
Address Line 1:	125 Summer Street		
Address Line 4:	Boston, MASSACHUSETTS 02110		
ATTORNEY DOCKET NUMBER:	43101.0		

CH \$140.00 3775665

NAME OF SUBMITTER:	Deborah J Peckham
Signature:	/Deborah J Peckham/
Date:	12/29/2011
Total Attachments: 2 source=Quick Hit TM Assignment Agreement#page1.tif source=Quick Hit TM Assignment Agreement#page2.tif	

INTELLECTUAL PROPERTY ASSIGNMENT

For good, valuable, and sufficient consideration, the receipt of which is hereby acknowledged, QH Holding Co. f/k/a Quick Hit, Inc., ("Assignor") hereby assigns all its right, title, and interest in and to the intellectual property rights described in Exhibit A to Majesco Entertainment Company, ("Assignee"), its successors and assigns, effective as of June 3, 2011 ("Effective Date").

This assignment includes the entire right, title and interest in and to the intellectual property owned or controlled by Assignor as set forth in Exhibit A, including, but not limited to, any and all trademarks, any and all other applications for intellectual property rights that may be granted thereon in any and all foreign countries; applications to be held and enjoyed by the said Assignee for its own use and behalf and for the use and behalf of its successors and assigns, to the full end of the term for which said intellectual property or other rights of protection may be granted, as fully and as entirely as the same would have been held and enjoyed by Assignor had this assignment and sale not been made. Assignor reserves no right, title, or interest in this intellectual property.

Assignor authorizes the Commissioner of Patents and Trademarks of the United States, and any official of any other country empowered to record this assignment, and to issue or transfer such intellectual property to the Assignee as owner of all right, title and interest therein, or otherwise as the Assignee may direct, in accordance with the terms of this assignment.

Assignor represents and warrants that (i) it has the full right, power and authority to enter into this assignment, (ii) it owns all right, title and interest in and to the intellectual property identified in Exhibit A, (iii) it previously has not sold, assigned, transferred, conveyed or encumbered except as set forth in that certain Schedule to the Asset Purchase Agreement by and between Assignor, Assignee and Assignor's Senior Lender dated as of June 3, 2011, and from and after the Effective Date shall not attempt to sell, assign, transfer, convey or encumber, any rights in the intellectual property except as set forth in this Assignment, and (iv) Assignor has not granted any third party licenses to the intellectual property.

Acknowledged and agreed this 22nd day of September, 2011:

QH HOLDING CO.

By:

Kelli O'Donnell

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Name: Kelli O'Donnell

Title: Secretary

Exhibit A

Trademarks

- 1) QUICKHIT, Registered (Registration # 3,775,665 as of 04/13/2010)
- 2) XL SPORTS, Registered (Registration # 3,781,821 as of 04/27/2010)
- 3) QUICK HIT SPORTS, Registered (Registration # 3,857,406 as of 10/05/2010)
- 4) Design of Q and H, Applied (Application # 77/822,820 as of 09/09/2009)
- 5) QUICKHIT and Design of Q and H, Applied (Application # 77/822,819 as of 09/09/2009)